

## THE 2004 AAB SCHOLARSHIP RECIPIENTS

The AAB is happy to announce there are eight scholarship winners this year. It is the AAB's fervent hope that the Baltimore Advertising community will recognize these outstanding individuals and consider retaining their talents in our great town.

### The AAB Scholarship

A work-based scholarship for students of advertising related concentrations.

**Alexandra Shulhafer**, \$1,000 recipient is a junior at The Maryland Institute College of Art. Alexandra is a graphic design major, minoring in art history.

**Jennifer Daniel**, also a \$1,000 winner attends the Maryland Institute College of Art. Jennifer is a dean's list senior, majoring in graphic design with a minor in politics and culture.

**Christopher Smith** wins a \$500 scholarship. Majoring in visual communication design with a minor in business management, Christopher is a Sophomore at Villa Julie College.

**Dan Dingus** is also a \$500 AAB scholarship recipient. He is a Towson University senior, majoring in graphic design.

**Beryl Roda**, receives a \$500 AAB scholarship. Beryl has a BS in psychology and is a first semester senior working towards a BS in visual communications at Villa Julie College.

**Theresa Choi**, a junior at the Maryland Institute College of Art, receives a \$500 scholarship. Theresa is a junior majoring in graphic design.

### Named Scholarships

#### The Elliot Malis Scholarship, \$1000

To recognize a student of advertising who exemplifies the qualities of integrity, honor and scholarship valued by Elliot Malis, the father of Andy Malis, President of MGH Advertising.

This year's recipient, **Lauren M. Guilfoyle** is truly deserving of this scholarship. In addition to her high academic standards, Lauren volunteers much of her out of class time to the betterment of the UMBC campus and the community. A Magna Cum Laude student, Lauren is a junior majoring in visual and performing art and graphic design with a minor in art history and theory.

#### The Baltimore Sun Diversity Scholarship, \$1,000

The intent of this award is to honor diverse students in the field of Journalism and Advertising. This is the maiden year of this scholarship intended to acknowledge minority students achieving major accomplishments.

This year's winner of The Baltimore Sun Scholarship is **Wambui Wamae-Kamiru**, a native of Nairobi, Kenya. She is a junior at UMBC majoring in interdisciplinary studies with a concentration in communications.

Please join the AAB in congratulating these men and women for their great achievements at such a young age. The future bodes well for these talented and caring students.

#### Clifton J. Cox Scholarship

Awarded to a student of broadcast production demonstrating a keen interest in a career in television. Endowed by WBAL-TV, this scholarship is a salute to Clifton J. Cox, a Floor Director and Supervisor at the station for 35 years. WBAL-TV honors Mr. Cox's dream of helping deserving young people pursue a television career. This year's scholarship recipient had not been selected at the time the Addy program went to press.

## ADDY 2004 DUPLICATE AWARDS ORDER FORM

As is our custom, we are providing the opportunity for those who desire Addy trophies and Citations of Excellence. Due to the fact that they are hand crafted in bronze, a limited number of duplicate trophies have been produced. The trophies are available on a first come first served basis.

### Please send completed order form and payment to:

Advertising Association of Baltimore  
P.O. Box 11345  
Baltimore, MD 21239-1345

### Make all checks payable to: AAB

You may also fax the completed form, with credit card information to:  
410.823.5034 or visit [www.baltimoreadvertising.com](http://www.baltimoreadvertising.com).

### Please fill out the information below to order duplicate Addy trophies and Citations of Excellence.

I would like to order \_\_\_\_\_ duplicate  
Addy trophies @ \$160 each. = \_\_\_\_\_

I would like to order \_\_\_\_\_ duplicate  
Citations of Excellence @ \$40 each. = \_\_\_\_\_

TOTAL = \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Check enclosed  
 VISA  
 Mastercard  
 American Express

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

### Award Information:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Please photocopy if additional space is required)

Dear AAB Members & Guests,

Tonight we gather in the newly revitalized home of spectacular entertainment, the Hippodrome, for the equally spectacular **30th Anniversary** of Baltimore's celebration of creative excellence...the ADDY Awards.

The scope and variety of winners are testimony to the strength of our region as a creative force and all of those we honor tonight deserve our congratulations on a job well done.

I would also like to take this opportunity to thank all of my AAB Board members, Committee Chairs and the extraordinarily hard working, dedicated members of the all-volunteer ADDY Committee. Under the direction of Chairman SallyAnn Davis (as she has asked to be referred), they accepted a tough job, under equally difficult circumstances, and delivered their best to ensure we honor creative excellence in Baltimore. They deserve your thanks and appreciation...they certainly have mine.

Please consider getting involved in ADDY's 2005 and if you have any questions about this year's process, or judging, please ask our Executive Director Steve Cline or anyone on the committee. I have been assured that the level of integrity is one you can be proud of. All of these dedicated individuals, listed in the program, are the true core constituency of the Advertising Association of Baltimore. Without them, this organization does not exist. They do it all and unfortunately they cannot do everything required to keep the AAB a vibrant club.

So, in addition to a celebration of excellence, I once again hope tonight will serve as a time to rededicate your respective organizations towards becoming active, involved members of the AAB and encourage those sitting on the sidelines to jump back in. Baltimore deserves a strong vibrant club. I hope you agree and can be part of the AAB's future. For those already active, thank you for your continuing support.

Tonight I serve all of you in two capacities, as the AAB President for 2002-2003 and on behalf of WBAL-TV 11, as the television sponsor of this evening's celebration. Call me biased, but please allow this one comment (plug) from the sponsor...I especially want to congratulate those who excel in the strongest medium of all, Broadcast Television. We appreciate great creative and will gladly showcase it for you.

Cheers to a great evening, congratulations to all of the ADDY winners and thanks to everyone who made tonight possible.

With best wishes,



Bill Fine  
President and General Manager,  
WBAL-TV 11, Baltimore  
President, Advertising Association  
of Baltimore, 2003-2004



**Personal information**

Name: Challeclon Saltor  
Address: 3914 Maine Avenue  
Main Phone: 4436765689 2nd Phone:  
Email:

Your answers to the following questions may be used in the Addy Awards Program, to describe a little bit about you.

School: University of Maryland Eastern Shore  
Year: Junior GPA: 2.5  
Major: English / Media Arts Minor:

Any special area of study or concentration (if applicable):

Have you received any awards or honors relating to your studies that you're especially proud of?

What do you plan to do when you graduate?

I plan to enter into the television production area of broadcast. I am fascinated with the behind the scenes aspect of television such as producing.

Have you had any internships/do you freelance/do you hold a job related to your studies?

Yes, I have interned at both WBAL-TV Baltimore and Radio One Inc.

Feel free to skip any or all of these questions if the answers are included in your resume or elsewhere in your application. Attach a separate sheet if necessary.

**Challedon Saltor**  
**February 2004**  
**University Maryland Eastern Shore**  
**English/ Media Arts (Major)**

An effective television producer must have Energy, Enthusiasm, and Attention to detail in order to successfully produce a television show, that not only delivers critical information to the public but serves as a true voice to the people. These are qualities I am not only establishing and constantly pursuing. I believe that everyday is a day of learning and you can always gain knowledge. In the evolving media industry you have to be constantly open for change and flexibility, that is why I have decided to examine three entities in broadcast, radio, television, and theater to obtain those qualities.

Energy, Enthusiasm, and Attention are all skills that I feel are special gifts that television production people acquire. At an early age I found myself interested in the arts and the creativeness of television, film, and radio. I begin to critically view movies and news through a looking glass and examining the fine art of the production. I found myself noticing little things that most people would not, like the colors that were used, the lighting, and the music effects.

I remember one time even taking notice on how the editing was done.

Television is the medium for which information is distributed to a vast population. It is important that every aspect of the news, talkshow, or even a movie, is properly executed to appeal to the audience. As a producer, director, floor director it is their job to make sure that the content and aesthetics works for each separate production.

I have always aspired to produce a show. I have dreamed of putting a show together from start to finish and then sitting back and watching the end product. In preparation for my career I have done the following things:

- study with the Arena Players(Baltimore, Md.)
- Intern WBAL-TV Eleven ( Baltimore, Md. – Public Affairs and News)
- Intern Radio One Inc. (Baltimore, Maryland- Programming and Production)

While working at Arena Players I was allotted the opportunity to assist in the background work for a Theatrical Production. I was able to assist from the beginning to the end from costumes, lighting, make-up, and script reading. As an intern with WBAL-TV Eleven, I was able to understand the news process better. I have a complete understanding of the work that has to be done even before it gets to the foundation of the production. I understand that once the information comes in it has to be verified several times before the production can begin. As an intern with Radio One, I was able to learn how a radio broadcast is put together. I learned how to schedule music, run the board, and produce a radio show.

Knowing how much hard work is put in to a daily television production, I guess someone would still wonder why pursue this. I chose to pursue a career in television production because know all of this I have the hunger and will to succeed as a television producer. I aspire to have the opportunity one-day to set back as others watch my creativity in action. Why, go through with this dream? Because Information is Power and the Media delivers that Power Everyday!

Bill Fine  
04/20/2004 03:15 PM

To: Gogohicks@aol.com  
cc: (bcc: Wanda Q Draper/WBAL-TV/Broadcasting/Hearst)

Subject: Re: Thank You- Cliff Cox Scholarship 

Challedon,

Thanks so much for your very nice note.

As I mentioned to you that night, I would really appreciate it if you could drop a personal note to Cliff Cox. I am sure he would love hearing from you and know that the money was going to help someone as appreciative as you.

Here is his address....  
Cliff Cox  
3620 Burgess Estates Dr.  
Ellicott City, MD 21042

Thanks again....and all the best for continued success.

Bill

Gogohicks@aol.com on 04/20/2004 02:41:07 PM



Gogohicks@aol.com on 04/20/2004 02:41:07 PM

To: bfine@hearst.com  
cc:

Subject: Thank You- Cliff Cox Scholarship

Dear Mr. Fine,

I just wanted to take the moment to thank you and the entire WBAL-TV family for awarding me the Cliff Cox scholarship. I really enjoyed the Addy awards. On another note, I just wanted to tell you that the internship at your station was both a very enjoyable and tremendous learning experience. When I applied for the internship, I never realized that I was going to leave at the end of the summer with such a wealth of knowledge. Mrs. Draper and Mrs. Vaughn-Fox really were an inspiration to me. They allowed me to intern in the newsroom under Eric Naz.

Once again I just want to thank you for everything that you have done for the Baltimore community .

Thanks Very Much,

Challedon Saltor

*Just*

*The Clifton J. Cox*

### 2003 Scholarship Application

~~Deadline: March 31~~

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Membership I.D.: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Permanent Phone Number: \_\_\_\_\_

E-mail Address (not a school address): \_\_\_\_\_

Present Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Present Phone: \_\_\_\_\_ S-S-N: \_\_\_\_\_

High School/University: \_\_\_\_\_ Graduation Date: \_\_\_\_\_

~~Previous NABJ scholarship winners are not eligible. Apply for no more than two scholarships. Please signify which one or two scholarships you are applying for below~~

~~\_\_\_\_\_ Allison E. Fisher~~

~~\_\_\_\_\_ Carole Simpson~~

~~\_\_\_\_\_ Gerald Boyd/Robin Stone~~

~~\_\_\_\_\_ NABJ Non-Sustaining~~

~~\_\_\_\_\_ Newhouse Foundation~~

~~\_\_\_\_\_ Washington Post~~

*The Scholarship Committee*

All materials must be typewritten (double-spaced). All materials become property of NABJ and will not be returned. All materials must be submitted on 8 1/2 x 11 white paper. Do not staple papers. **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.** Completed applications include four (4) collated copies of the following:

\_\_\_\_\_ Completed Application Form

\_\_\_\_\_ Official Transcript

\_\_\_\_\_ Resumé

~~\_\_\_\_\_ Samples of work: Print (6), photographs (6), audio (cassette) or video (VHS format) no longer than five minutes in length of your published or broadcasted works that demonstrate your reporting, editing, photography, design and/or graphic skills (audio or VHS format only)~~

\_\_\_\_\_ Two letters of recommendation from faculty, employers or journalists familiar with your work in journalism

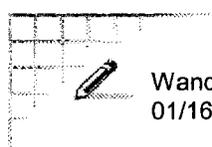
*Two page*  
\_\_\_\_\_ ~~500-800 word~~ *YOUR* essay describing your accomplishments as a journalist, your career goals, and your financial need for the scholarship

Send applications to: ~~NABJ Scholarship Program, 8701-A Adelphi Rd., Adelphi, MD 20783~~

*Let Bill fill in*

Cass,

... Please Make this look nice & give to Bill to review on Tuesday.



Wanda Q Draper  
01/16/2004 06:42 PM

To: Wanda Q Draper/WBAL-TV/Broadcasting/Hearst

cc:

Subject: Scholarship

The Clifton J. Cox Scholarship

This scholarship is named as a salute to Clifton J. Cox who worked at WBAL-TV 11 for 35 years as a Floor Director and later Floor Director Supervisor. Mr. Cox wanted a legacy that would help young aspiring broadcast professionals experience the wonderful world of television that means so much to him. It is his dream that this scholarship will help deserving young people pursue a career in broadcast communications .

For eligibility, applicants should meet the following criteria:

- A high school graduate with a B average.
- A resident of the Baltimore metropolitan area.
- Use the scholarship as a Mass Communications major or a related discipline.

Requirements:

- Submit a completed application form.
- An official high school grade transcript
- Two letters of recommendation
- A two page double spaced essay describing why you want a career in television

Also,

I found the mic for my Palm right next to the phone,  
W.